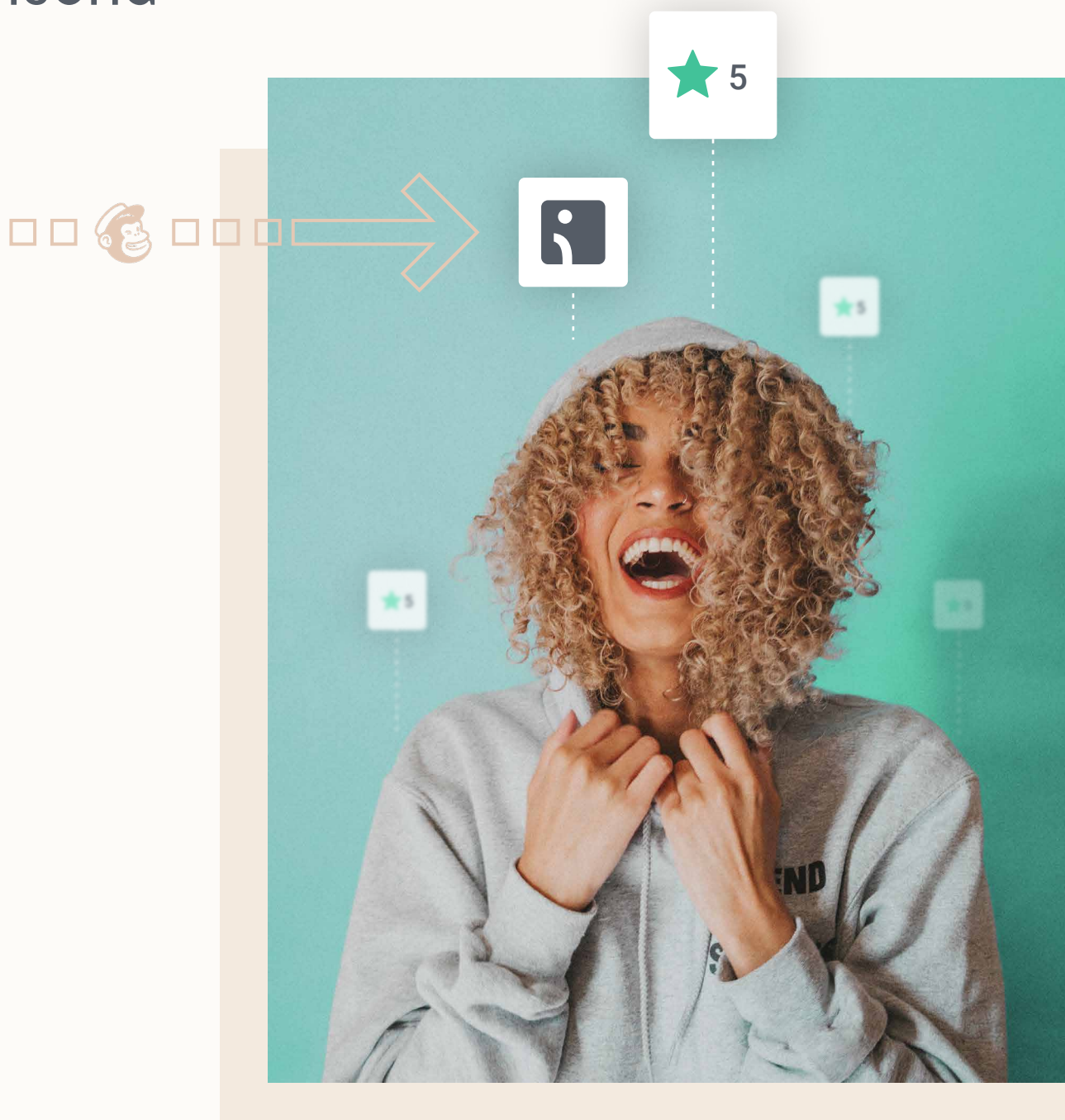


omnisend



# From Mailchimp to Omnisend

Finding success after the switch

# Introduction

Omnisend is an ecommerce-tailored email & SMS marketing automation platform serving over 50,000 happy customers worldwide.

Whether due to needing a stronger integration with their ecommerce platform, easier to use marketing automation, or to take advantage of additional channels preferred by today's shoppers, ecommerce businesses choose Omnisend to increase their sales, not their workload.

If you're looking to increase sales, we invite you to join the thousands of others who trust us to help their businesses grow. This paper highlights a small fraction of companies from across different industry verticals, including fashion & apparel, beauty & wellness, and homegoods, and shows what's possible when making the switch from Mailchimp to Omnisend.



#### COMPANY

Dixxon is a well-known DTC ecommerce brand that sells flannel fashion clothing.

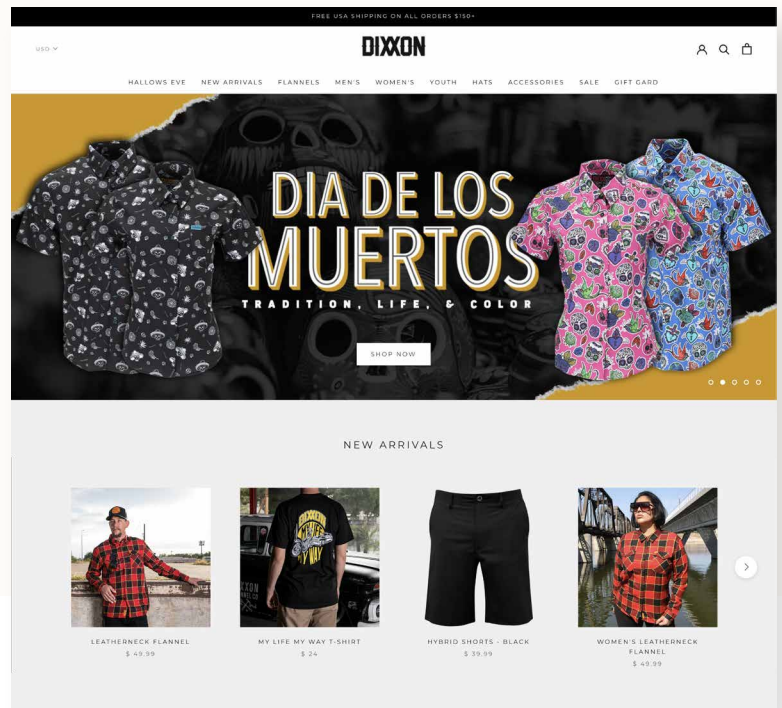
#### ECOMMERCE PLATFORM

Shopify

#### INDUSTRY

Fashion and Apparel

[dixxonquality.com](http://dixxonquality.com)



Between 15-25% of their revenue comes from email promotions



**\$65,000**

earned in the first 2 months after switching from Mailchimp to Omnisend



**\$36,000**

revenue with 3-email cart abandonment sequence



“Product picker is our favorite feature. When I was using Mailchimp, I had to manually add everything, but the fact that I can literally click a button, and I can select the 4-5 shirts I need. I think that’s just so easy.”

“I liked that you had all the automated emails already set up and ready. I don’t have time to do a lot of testing, so the fact that you had it already set up was helpful. The fact that I don’t have to touch it is key.”

– Chris Valley,  
Sr. Brand Manager at Dixxon Flannel Co



Read an entire [success story of Dixxon Flannel Co.](#)



## COMPANY

Silver Street Jewellers sells sterling silver jewelry with genuine gemstones.

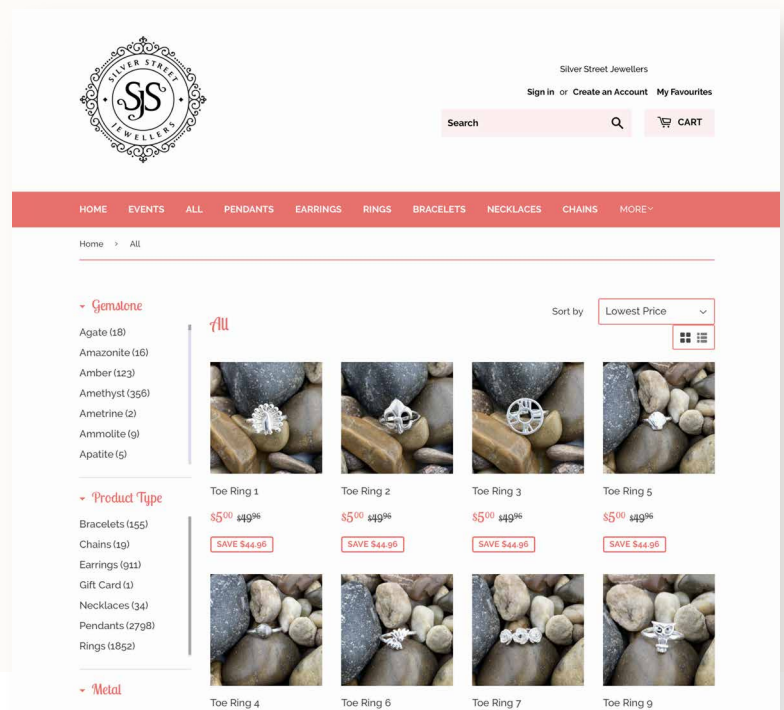
## ECOMMERCE PLATFORM

Shopify

## INDUSTRY

Fashion and Apparel

[silverstreetjewellers.ca](http://silverstreetjewellers.ca)



60% of total income generated by the email program



**\$100K**

generated in the first three months of selling online



**3,762%**

lift in abandoned cart revenue-per-email



"We knew that to be successful at ecommerce we would need more capabilities than Mailchimp had to offer."

"After some research, we had a clear vision of what kind of tool we needed to be successful:

1. An easy-to-learn platform.
2. SMS for instantly reaching our customers.
3. An all-in-one solution for easy maintenance of all our marketing actions.
4. A strong and easy integration with Shopify.

That's how we came up with Omnisend."

— Laura Greenshields,  
CEO of Silver Street Jewellers



Read an entire [Silver Street Jewellers story](#)



#### COMPANY

Founded in 2011, Tate + Yoko specializes in Japanese denim and apparel with a focus on superior quality, attention to detail, and vintage style production methods.

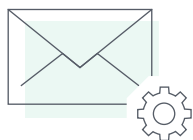
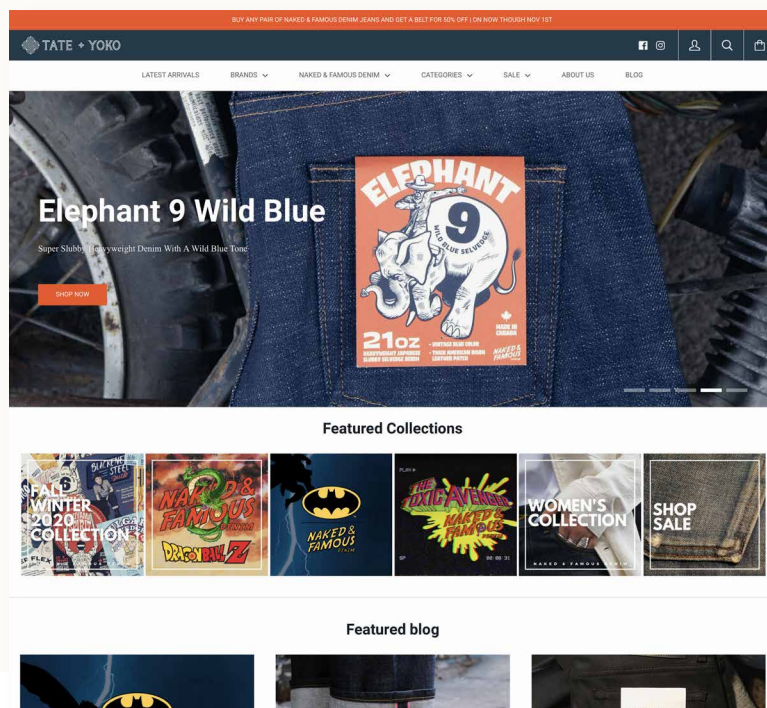
#### ECOMMERCE PLATFORM

Shopify

#### INDUSTRY

Fashion and Apparel

tateandyoko.com



75% of email revenue comes from automated emails



2,655%

lift in revenue-per-email from abandoned cart messages



11%

of email campaign revenue comes from remarketing

“

“We’re a small company with limited resources and Omnisend is very easy to use. The platform seamlessly integrates with our online store with no need for confusing connectors. Emails are easy to build and automations are a snap to set up.”

– Bahzad Trinos,  
Sales and Creative Director at Tate+Yoko





**INGLOT**  
CANADA

## COMPANY

INGLOT Cosmetics Canada offers high-end cosmetics and beauty products.

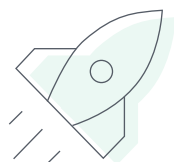
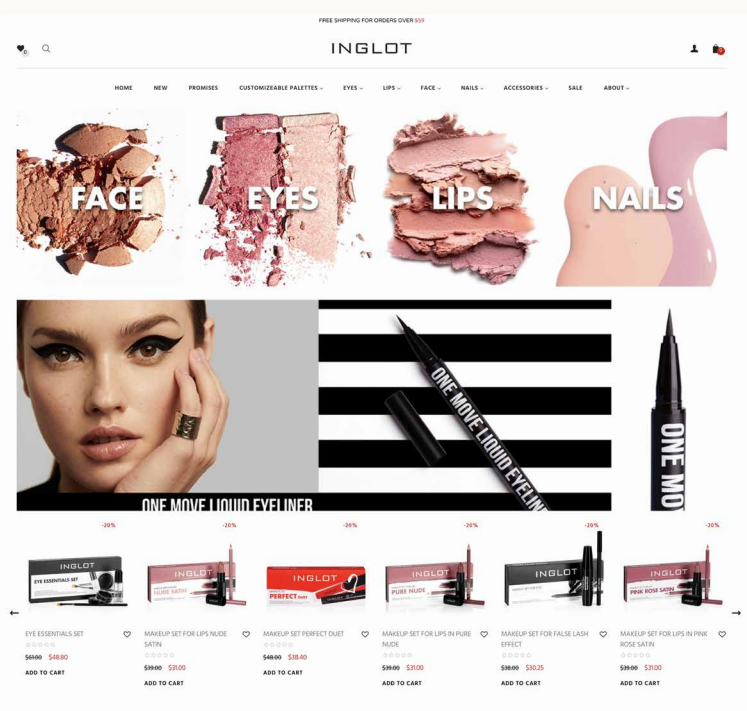
## ECOMMERCE PLATFORM

Shopify

## INDUSTRY

Beauty & Cosmetics

[inglotcosmetics.ca](http://inglotcosmetics.ca)

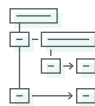


2,130% lift in revenue per message with SMS + email workflows



4,789%

lift in revenue per message with abandoned cart push notifications



117%

conversion rate increase for abandoned cart workflows using SMS & push



"After testing over 10 different solutions, Omnisend came out on top."

"It was a huge asset to have a platform that has as many tools as possible. If possible, we do prefer to stay on one platform and work with one database that's connected to our store resources, instead of having multiple platforms and syncing one to another. Extra channels weren't what we were originally looking for, but now that we have them, we want to use them."

– Marcin Bielen,  
President of INGLOT Cosmetics Canada



Read an entire [INGLOT Canada story](#)



#### COMPANY

Lurella Cosmetics is a well-known retailer that sells a wide range of cosmetics and beauty products.

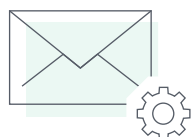
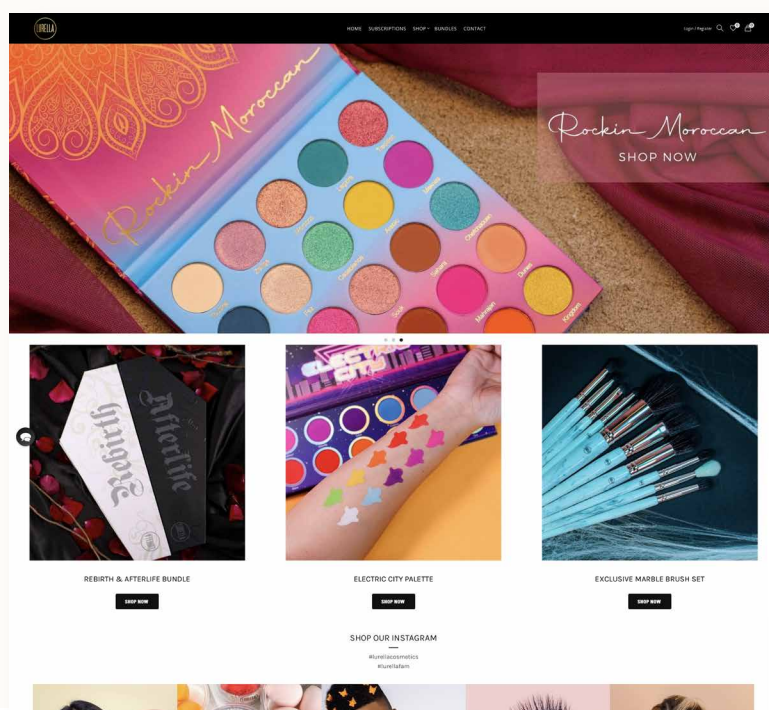
#### ECOMMERCE PLATFORM

Shopify

#### INDUSTRY

Beauty & Cosmetics

lurellacosmetics.com



37% of email revenue comes from automated emails



9%

increase in revenue of promo campaigns by using Campaign Booster



28%

conversion rate from automated emails



"We never imagined how easy it would be to set up automated emails in Omnisend. The results we have seen have exceeded all expectations—we couldn't be happier."

– Renee Morales,  
Lead Marketing Manager at Lurella Cosmetics





#### COMPANY

To'ak Chocolate produces handcrafted luxury chocolate bars made from rare Ecuadorian Nacional cacao beans.

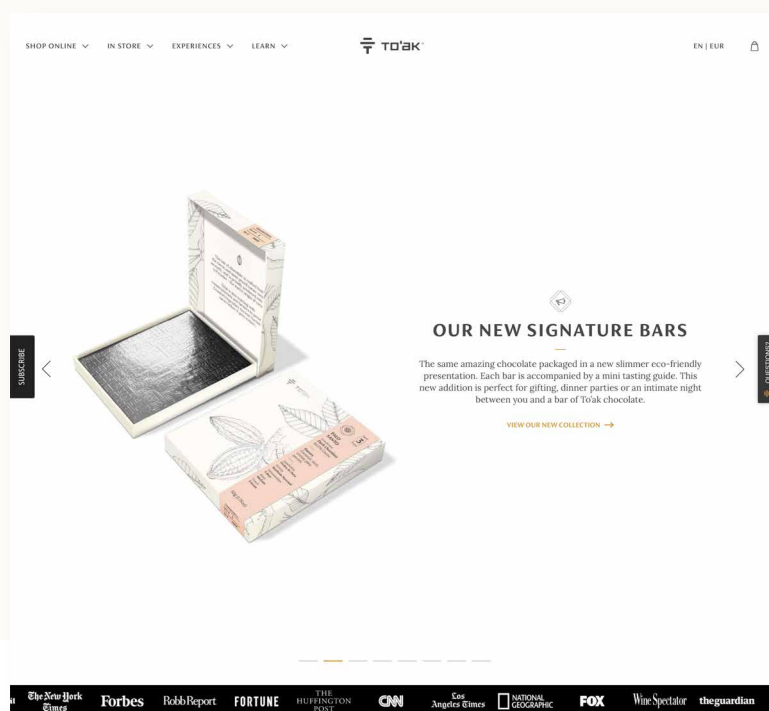
#### ECOMMERCE PLATFORM

Shopify

#### INDUSTRY

Food & Beverage

toakchocolate.com

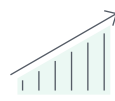


817% lift in  
revenue-per-email from  
abandoned cart  
messages



8%

of email revenue comes from the  
cart abandonment series



198%

increase in conversions from  
abandoned cart messages



"Omnisend is perfect for us. With the personalized customer service we've experienced, we know we're not just another virtual customer—they do their best to help us grow."

— James Le Compte,  
CEO & Partner, To'ak Chocolate



Hear how To'ak creates a personal connection with the customer



# baking steel

## COMPANY

Baking Steel sells pizza stones made from ultra-conductive steel.

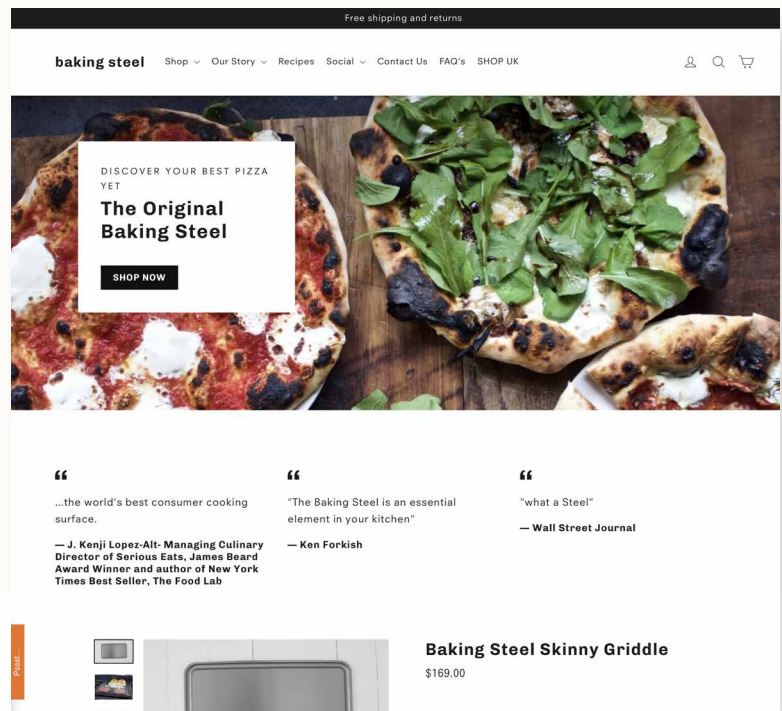
## ECOMMERCE PLATFORM

Shopify

## INDUSTRY

Homegoods

[bakingsteel.com](http://bakingsteel.com)



23.5% of email revenue comes from the abandoned cart series



**\$2.14**

average revenue from every abandoned cart email sent



**43%**

click-to-open rate for automated welcome series messages



"The reporting is really nice and detailed. It's kind of fun to see different things like heat maps, orders from campaigns, and things like that."

— Craig Hastings,  
Culinary Director at Baking Steel





#### COMPANY

Black Mango sells beautiful, impressively designed furniture online at an affordable price.

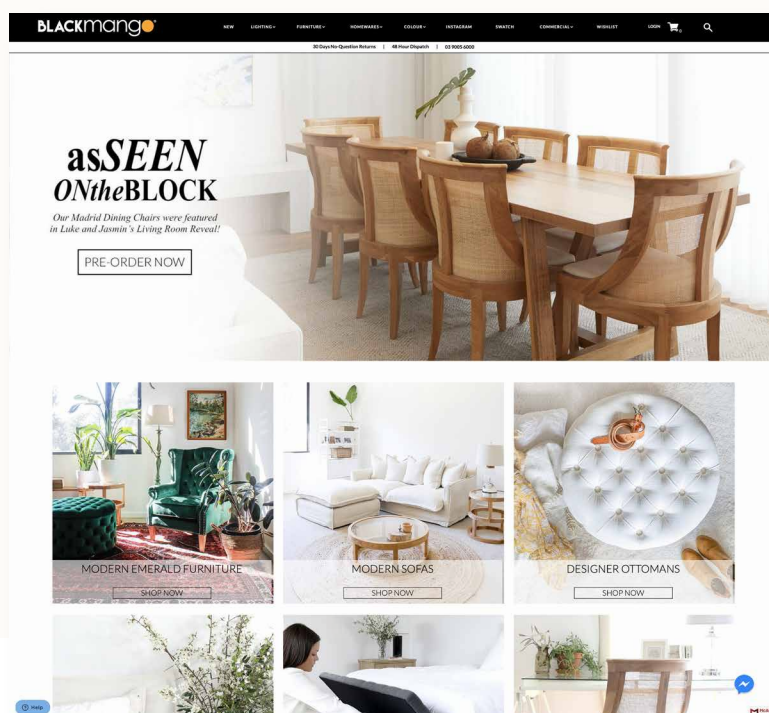
#### ECOMMERCE PLATFORM

Shopify

#### INDUSTRY

Furniture

[blackmango.com.au](https://blackmango.com.au)



Generates \$5.22 in revenue for every welcome email sent



"Because our company was growing quite rapidly and outgrowing Mailchimp, we decided that we needed something that had more features, you know, things that we could help us reach our customers in a bigger way."

"I just don't think Black Mango would have grown and developed to what it is today if we hadn't switched over."

— Stacey Dixon,  
Graphic Designer at Black Mango



43%

of email revenue comes from automated emails, which makes up only 1.9% of all emails sent



25%

of email revenue comes from abandoned cart recovery. This workflow makes up only 0.8% of all emails sent



Read an entire [Black Mango success story](#)

# Join the others who made the switch from Mailchimp to Omnisend



## "Omnisend delivers and fulfills all my campaign needs!"

"In addition to beautiful email templates, they include free email boosts to make sure your unopened campaigns get opened. I have way more open success rate than I have ever had with MailChimp. I went from 18% with Mailchimp to 40%! My online shop is growing with orders each week."

## "Fantastic Email Solution for Shopify"

"I found Omnisend when Mailchimp stopped its integration with Shopify last year. I compared a lot of different solutions at that time. Omnisend was definitely the best choice for the money!"

## "Hands down the best!"

"And unlike MailChimp, Omnisend helps set up pop-up forms without having to go through another app or site. I can't express how much Omnisend has helped me and my business partner with our marketing."

## "User-friendly interface, prompt & efficient support"

"This is a one-stop-shop for all of your email and SMS marketing needs. It's better than its competitors (Mailchimp, etc.) and is honestly the only app you'll need for email and SMS marketing for Shopify!"

## "Easy to use better than Mailchimp"

"I also love the fact that you can import your subscriber list into Facebook automatically so that you can send them targeted ads. I love the analytics which allows me to clearly see how much revenue we made with an advertisement."

## "Easy to use and lots of features"

"It was easy to switch from Mailchimps as well, which was something I worried about when switching over."

## "Easy transition from Mailchimp"

"AMAZING CUSTOMER SUPPORT!"

Increase your sales, not the workload  
with Omnisend's email & SMS marketing

[START MY FREE TRIAL](#)

# Increase your sales, not your workload

Omnisend is an ecommerce-tailored email & SMS marketing automation platform built to help nimble teams drive more revenue without increasing their workload. One-click ecommerce stack integrations, pre-built workflows and intuitive drag & drop editing make it easy to get up & running without diving into the gritty details, unless you want to.

More than 50,000 ecommerce brands use Omnisend to grow their businesses on autopilot, converting their customers with quick-to-build, highly-relevant emails & texts.

50,000+ Nimble Ecommerce Brands Choose Omnisend



**SAMSUNG**

FABER-CASTELL  
since 1761

**JIGGY**

**DUKE CANNON** SUPPLY CO.  
INC.

**INGLOT**  
CANADA



With thousands of 5-star reviews on G2Crowd, Capterra, and GetApp, our **50,000 customers love us**, and we think you will too.

omnisend

    #omnisend